

# NEIGHBORHOOD PLANNING



# TODAY'S TAKE-AWAYS



- Why did the City do neighborhood planning?
- What has been done?
- Who's been involved?
- What's happening now?
- What's role do you and others play?
- How can you use neighborhood info?
- What are the role of POLs?

# HISTORY



- In 1995 the City began to ask, “Where will all these people live? How will we provide them public services, better roads, housing? How will we nurture the character of neighborhoods?”
- Thousands of Seattle residents worked together to develop blueprints for how their neighborhoods would grow toward a better future.
- **There was no concerted outreach effort to involve historically under-represented residents in planning.**

# HISTORY (cont.)

- The 38 plans have helped shape our city. New homes and jobs are being created in areas best able to handle growth —urban villages. Neighborhoods are moving to improve parks, libraries and community centers, to make it safer and easier to walk, bike or take the bus; and to keep their neighborhoods safe.
- The term “urban design framework” has become key to planning efforts

# “URBAN DESIGN FRAMEWORK”



- A tool for envisioning a desired outcome for the physical design of a neighborhood, “vehicles of opportunity” that allow a broad consideration of issues that could be implemented by the City as well as private property owners
- Addresses how the physical development of the neighborhood will affect quality of life and the role that place-making and urban design play in creating a successful neighborhood

# UPDATES



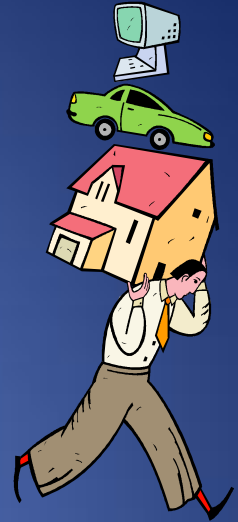
- Began in 2008, with an ordinance prioritizing **Updates** where transit stations proposed and where significant new population and business growth expected. The update process for the North Beacon Hill, North Rainier, and MLK Jr. @ Holly station (later renamed Othello) areas began in fall 2008.
- July 2010 beginning of Update for Rainier Beach and Broadview/Bitter Lake/Haller Lake

# STATUS REPORTS



- While station area updates are being developed, DON and DPD are working with neighborhoods outside of update areas to gather information on the current condition of these neighborhoods relative to the 1990's vision. The **Status Reports** will help inform decisions about where and how to update Neighborhood Plans in the future.

# ROLES & RESPONSIBILITIES



- **DPD** manages the process of updating neighborhood plans.
- **DON** develops and coordinates community outreach and engagement in neighborhoods affected by the Updates and Status Reports, with special attention to reaching under-represented populations.
- **Celeste Duncan** represents SPU at DPD's weekly Neighborhood Planning Core Team meetings, with technical assistance from Keith Hinman and Shannon Kelleher. All 3 of us attend the larger IDT, which meets a few times a year.



# ROLE OF COMMUNICATIONS



- Let Celeste know about work being done in areas currently undergoing the Update process
- Submit public engagement opportunities to Evelyn for the Mayor's Office calendar
- Before working in any neighborhood, familiarize yourself with their plan at <http://www.seattle.gov/neighborhoods/npi/plans.htm>
- Talk to DON's Neighborhood District Coordinators, listed at <http://www.seattle.gov/neighborhoods/npi/coordinators.htm>

# ROLE OF COMMUNICATIONS (cont.)

- Check demographics of public elementary schools in the area as well as at *<http://www.census.gov/>*
- Consult language maps & interpretation & translation vendors at *<http://inweb/immigrantsrefugees/#interptranspolicy>*
- Find groups in the area at *<http://inweb1/neighborhoods/outreachguide>*
  - Active Organizations
  - Community Meeting Places
  - Community Meeting Schedules
  - District Councils
  - Faith Based Organizations
  - Ethnic and Social Service Organizations

# POLs (Public Outreach Liaisons)



- Innovative approach to public participation wherein respected insiders from each community conduct personal outreach to members of their community
- Recognized the need for a broader dialogue and a more inclusive outreach and engagement process
- In conjunction with traditional outreach methods, resulted in participation of more than 6,000 people in the review neighborhood plans, bringing many new voices into neighborhood planning

# POL Communities



- Senior
- Youth
- People Living with Disabilities
- African American
- Native American
- Latino
- Vietnamese
- Cambodian
- Laotian
- Filipino
- Chinese
- Somali
- Tigrinya-speaking (Ethiopian/Eritrean)
- Oromo-speaking (Ethiopian/Somalian)
- Amharic-speaking (Ethiopian)

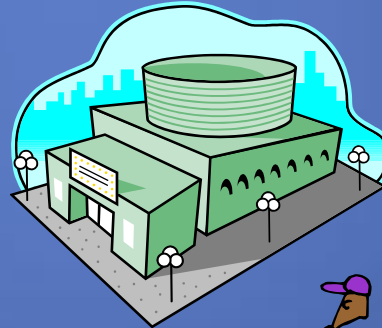
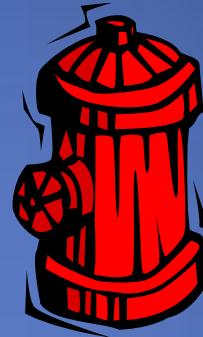
# POL Workshops Phase I



- During Phase I of the 2009 Neighborhood Plan Updates of the Neighborhoods of MLK @ Holly Street (Othello), North Rainier Valley and North Beacon Hill, Planning Outreach Liaisons hosted 41 workshops throughout Southeast Seattle and the Greater Duwamish.
- These workshops were attended by 1200 participants—stemming from 16 traditionally under-represented communities.

# Phase I Workshop Themes

- Housing
- Public Safety
- Opportunity
- Access to Amenities
- Gathering Places
- Transportation
- Community Building

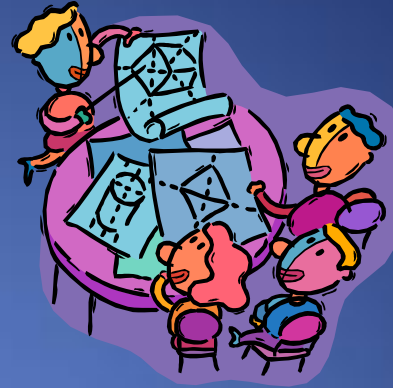


# POL Community Workshops Phase II



- POLs asked to re-engage those community members that had participated in Phase I—narrowing their outreach focus to those who live and/or work in one of the three planning areas. To date POLs have hosted 16 Phase II workshops with more than 222 attendees.
- Incorporated exercises such as an interactive discussion on *Places and Connections*, a map exercise on *Building a Great Town Center*, and a dialogue on *Emerging Priorities and Opportunities*.

# FOR DISCUSSION



There is currently a proposal being floated to develop SPU POLs, pilot their use on a specific project.

Would POLs be of value to You for other projects?